

**Subject:** Re: Re: ICONSboundary="Apple-Mail=\_671B1624-F41C-4597-815E-D31967ACE05A"  
**From:** "Michael Lamb" <Michael@downtownnews.com>  
**Date:** 09/07/2016 03:47 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

Great! Thank you.  
Last year the bill was split as follows:

DC BID \$1145  
CCA \$850

Total: \$1995

Let me know if you want the bill split the same way

Hope you have a great day!

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

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213-250-4617 Fax

Schedule a call with me:

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michael@ladowntownnews.com](http://www.ladowntownnews.com/michael@ladowntownnews.com)

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On Aug 31, 2016, at 5:03 PM, Henna Sherzai wrote:

Hi Michael,

We would like to run the ½ page with CCA split like 2015. Thanks!

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**From:** Michael Lamb [mailto:michael@downtownnews.com]  
**Sent:** Tuesday, August 16, 2016 10:08 AM  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Subject:** ICONS

Hello Henna

Nice seeing you yesterday!

We are working now on our annual ICONS issue this year which will publish on November 9th. Last year, you ran 1/2 page with CCA.

This issue is by invite only for businesses iconic to Downtown LA. It is a stand alone glossy covered magazine (newsprint inside) that will be distributed with the paper. In addition to your ad, you get equal amount of space for edit and photos to talk about your project(s) and commitment to Downtown.

Full Page ad PLUS another Full Page for your story... \$3595

Half Page ad PLUS another Half Page for your story... \$1995

Quarter Page ad PLUS another Quarter Page for your story...\$1395

All ads include full color. Special positioning available.

I have attached a copy of the specs and guidelines just in case and here is a link to the PDF version from last year via our website: [https://issuu.com/ladtn/docs/ladtn\\_icons\\_11-09-15?e=1070881/31250935](https://issuu.com/ladtn/docs/ladtn_icons_11-09-15?e=1070881/31250935)

Let me know if you have any questions and I will follow up early next week. I look forward to working with you!

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